ORDER

 Orders
 Order / Rev:
 37192

 Alt Order #:
 08860398

 Product Desc:
 ROMNEY/P/R

Estimate: 361

Flight Dates: 09/07/12 - 09/10/12

Original Date / Rev: 09/06/12 / 09/06/12

Order Type: GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Name: American Rambler Production

Buying Contact:

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Cycle:

Billing Calendar:

Billing Type:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

Cash

15%

Advertiser

Name:

Romney, Mitt / R-Pres

Demographic: A35+

1100

PO1

Product Codes:

Priority: LV2

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	52	\$41,030.00	\$34,875.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$41,030.00	\$34,875.50	0.00
Totals	52	\$41,030,00	\$34 875 50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Innes			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$41,030.00
Market	100%	\$136,766,67

Competitive Share	Share	Tota		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$34,191.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$6,838.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/07/1	2 09/07/12	8 News Now 6a M 8 News Now 6a M		6-7a	F	:30	2	\$245.00LV2	0.00 NM	2	\$490.00
	NEV	/S											
		Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	leek:	09/03/12	09/09/12	F	2	\$245.00	0.00						
E 4	8	09/07/1	2 09/07/12	CBS This Morning	-	7-9a	F	:30	2	\$150.00LV2	0.00 NM	2	\$300.00

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Ln Ch Start End EARLY SHOW	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$150.00 0.00				
E 18 8 09/07/12 09/07/12	Ellen CM Ellen	3-4pF-	- :30 2	\$325.00LV2 0.00 NM	2	\$650.00
ELLEN <u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$325.00 0.00				
E 20 8 09/07/12 09/07/12 NEWS	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5pF- (4:30 PM-5:00 PM)	- :30 2	\$300.00 LV2 0.00 NM	2	\$600.00
Start Date End Date Week: 09/03/12 09/09/12	Weekdays Spots/Week	Rate Rating \$300.00				
E 22 8 09/07/12 09/07/12 NEWS	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630pF-	- :30 2	\$375.00LV2 0.00 NM	2	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$375.00 0.00		·	ŀ	
E 24 8 09/07/12 09/07/12 INSIDE EDITION	630-7p Inside Edition CM Inside Edition	630-7pF	- :30 2	\$875.00LV1 0.00 NM	1	\$875.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	Rate Rating \$875.00 0.00				
E 25 8 09/07/12 09/07/12 ET/INSIDER	7-8p Rotator CM 7-8p Rotator	7-8pF-	- :30 1	\$325.00LV2 0.00 NM	1	\$325.00
Start Date End Date Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$325.00 0.00				
E 27 8 09/07/12 09/07/12 NEWS	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135pF-	- :30 2	\$500.00LV2 0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	Rate Rating \$500.00 0.00				
E30 8 09/07/12 09/07/12 LETTERMAN	Letterman CM Letterman	1135p-1237aF-	- :30 2	\$225.00LV2 0.00 NM	2	\$450.00
Start Date End Date Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$225.00 0.00				
E 32 8 09/07/12 09/07/12 US OPEN TENNIS	US Open Tennis CM US Open Tennis	VariousF-	- :30 4	\$300.00LV2 0.00 NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$300.00 0.00			,	45 555 55
E 34 8 09/08/12 09/08/12 US OPEN TENNIS	US Open Tennis CM US Open Tennis	VariousS	- :30 4	\$500.00LV2 0.00 NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$500.00 0.00				
E 35 8 09/08/12 09/08/12	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7pS	- :30 1	\$550.00LV1 0.00 NM	1	\$550.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	Rate Rating \$550.00 0.00				
E 36 8 09/09/12 09/09/12 POLITICS NOW	Politics Now S Sebelius CM Politics Now S Sebelius	Various (5:30 PM-6:00 PM)	s :30 1	\$250.00LV2 0.00 NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$250.00 0.00				
E 39 8 09/08/12 09/08/12 THE UNIT	Sat 1135p-1235a The UญM The Unit	1135p-1235aS	- :30 1	\$70.00LV2 0.00 NM	1	\$70.00

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Rate Pri Rtg Type Spots In Ch Start End Inventory Code Break Start/End Time Days Len Spots Amount E 39 09/08/12 09/08/12 Sat 1135p-1235a The U@M 1135p-1235a :30 \$70.00LV2 0.00 NM \$70.00 The Unit THE UNIT Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 09/03/12 09/09/12 \$70.00 0.00 ----S-F 40 8 09/08/12 09/08/12 CBS Early Show - Sat. CM 5-7a :30 2 \$85.00LV2 0.00 NM 2 \$170.00 CBS Early Show - Sat. **EARLY SHOW** Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/03/12 09/09/12 ----5-\$85.00 0.00 09/09/12 09/09/12 8 News Now Sun A----S E 41 8 8 News Now Sun AM #1CM :30 \$125.00LV2 0.00 NM \$125.00 8 News Now Sun AM #1 **NEWS** Start Date End Date Spots/Week Rating Weekdays Rate ----S Week: 09/03/12 09/09/12 \$125.00 0.00 CBS Sunday Morni----S E 42 8 09/09/12 09/09/12 CBS News Sunday Morr@M :30 \$325,00LV2 0.00 NM 2 \$650.00 **CBS News Sunday Morning** SUNDAY MORNING Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----S \$325.00 0.00 E 43 8 09/09/12 09/09/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 \$325.00LV2 0.00 NM 2 \$650.00 8 News Now Sun AM #2 **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating -----Week: 09/03/12 09/09/12 \$325.00 0.00 09/09/12 09/09/12 Face The Nation CM Face The Nation ----S :30 \$300.00LV2 0.00 NM \$300.00 Face The Nation FACE THE NATION Weekdays Spots/Week Rating Start Date End Date Rate Week: 09/03/12 09/09/12 ----5 \$300.00 0.00 US Open Tennis 09/09/12 09/09/12 CM ----5 :30 \$750.00LV2 0.00 NM \$3,000.00 F 45 Various US Open Tennis US OPEN TENNIS **End Date** Spots/Week Rating Start Date Weekdays Rate ----S \$750.00 0.00 Week: 09/03/12 09/09/12 09/09/12 09/09/12 8 News Now Sun 5-7p ----S :30 \$200.00LV2 0.00 NM 3 \$600.00 8 CM 5-7p 8 News Now Sun 5-7p **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 -----5 \$200.00 0.00 Week: 09/03/12 E 48 09/09/12 09/09/12 Sun 9-10p CM 9-10p -----5 :30 2 \$1,400.00LV2 0.00 NM 2 \$2,800.00 The Good Wife THE GOOD WIFE Spots/Week Start Date End Date Weekdays Rate Rating 0.00 09/09/12 ----S Week: 09/03/12 2 \$1,400.00 09/09/12 09/09/12 8 News Now Sun 11p 11-1135P ----S :30 \$350.00LV2 0.00 NM \$700.00 8 CM 8 News Now Sun 11p **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----S \$350.00 E 51 8 09/09/12 09/09/12 Eye on Wash/Wall St Jo@M 5-6a ----S :30 2 \$75.00LV2 0.00 NM 2 \$150.00 Eye On Wash/Wall St Jrnl DC/WALL ST Start Date **End Date** Spots/Week Rate Rating Weekdays Week: 09/03/12 09/09/12 \$75.00 0.00 Fri 10-11p ---F--:30 2 \$7,500.00LV1 0.00 NM \$15,000.00 N 52 09/07/12 09/07/12 CM 10-11p Blue Bloods Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 ---F--\$7,500.00 0.00 Week: 09/03/12 2 1 \$3,375,00LV1 \$3,375.00 N 53 09/09/12 09/09/12 Sun 7-8p CM 7-8p ----5 :30 0.00 NM 1 60 Minutes

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N 53 8	8 09/09/1	2 09/09/12	Sun 7-8p 60 Minutes	СМ	7-8p	S	:30	1	\$3,375.00LV1	0.00 NM	1	\$3,375.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week	: 09/03/12	09/09/12	S	1	\$3,375.00	0.00						
N 54	8 09/09/1	2 09/09/12	Sun 10-11p The Mentalist	СМ	10-11p	S	:30	1	\$4,000.00LV1	0.00 NM	1	\$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week:	: 09/03/12	09/09/12	S	1	\$4,000.00	0.00						
										Totals	52	\$41,030.00